



Participate.

Educate.

Promote.





The vast majority of scientists agree that global warming is real, it's already happening and is a result of our activities and not a natural occurrence.

The evidence is overwhelming and undeniable.

What's the solution? **Green Energy.**

Technology alone is not enough. We must educate and inform the general public that “alternative” energies are available now and motivate them to not only embrace, but use, these energy forms for the benefit of our world today and for future generations to come.

The Green Energy experiential program is a mobile marketing and educational program designed to help move people toward awareness, enlightenment, action and transformation.

What is the Green Energy Tour?

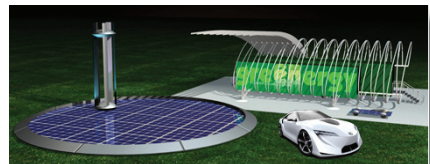
The mobile exhibit is housed in a 53 ft. double-expandable trailer filled with displays, interactive stations and audio/visual components relating to these leading forms of alternative energies:

- Wind
- Hydro
- Geothermal
- Solar
- Hydrogen Fuel Cells
- Biomass
- Biofuels / Ethanol
- Alternative Powered Vehicles
- Green Manufactured & Packaged Products
- Recycling



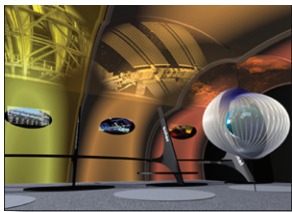
The exterior of the greenenergy mobile exhibit will be designed to catch the eye of all passer-bys and draw them in for a closer look.

In addition to the exhibit itself there will also be hands-on real-world examples of “alternative” energy technologies and products in use today and coming in the near future.



What's inside the vehicle?

We have all heard about global warming, but what we can do as individuals to make a difference is still a bit of a mystery. The core purpose of the Green Energy Tour is to demystify the actions we can take today! The exhibit is designed to enable free exploration by the general public and a more structured approach that allows teachers to divide their classes into smaller groups that can move from station to station in predetermined intervals.



Each station will have interactive activities to encourage hands on exploration. The stations will encourage

and educate the public on how to make changes in their lifestyle today that will have lasting effects on decreasing global warming. Stations will include information on the various types of alternative energy, purchasing products that are green or packaged in a green manner, making changes in your home that will decrease energy usage, alternative powered vehicles, and much more.

The goal of the vehicle is to raise awareness, and create excitement about being green!



Where will the Tour travel?

The Green Energy mobile exhibit tour will spend approximately 45 weeks each year on the road with an average of one week in each market. The tour schedule will be customized on a statewide, regional or nationwide scale based on the needs of its supporting sponsors.

Tour stops can include major sporting events, large festivals and fairs, retail locations, corporate events, schools, etc.



All interior and exterior images of the vehicle are preliminary project renderings, and do not reflect the final vehicle design.



Tour Promotion.

The Green Energy mobile exhibit program will be supported by a robust radio and public relations campaign.

The radio campaign will go into effect in the weeks leading up to a stop in each market. Radio spots will announce the arrival of the mobile exhibit and it's event/school site destinations. These spots will also feature sponsor recognition and include information on promotions to help drive traffic to the tour website and/or sponsor website/retail locations.

The public relations campaign will further increase exposure by contacting relevant media outlets in each market prior to the mobile exhibit's arrival as well as engage national media outlets to feature content pertaining to the exhibit.

Getting Involved.

The greenenergy mobile exhibit program will be sponsor driven and offers a great opportunity for sponsors to promote their efforts towards a greener world and decreasing global warming. The Green Energy mobile exhibit seeks sponsors who are helping to make advances in the area of green energy and desire to tie their brand to a world-class experiential program.

Sponsor Benefits.

The Green Energy mobile exhibit program will give its sponsors a unique marketing avenue that reaches an incredibly large audience on a statewide, regional or nationwide scale. Sponsors will have visibility at the many events the exhibit visits, the pedestrian and vehicular traffic the trailer passes by on the roadways, in the major radio campaign backing the tour and by local press coverage as the exhibit pulls into each new town.

There are several benefit levels to choose from to help maximize each sponsor's involvement. Below are a few examples of the sponsor benefits.

Category Exclusivity—Each of the tour sponsors will be non-competitive

Logo Placement—Sponsor logo will be prominently displayed on the cab of the tractor and on the side and back panels of the trailer. This translates to over 15 million "on-the-road" visual impressions annually

Tour Schedule—Sponsor will have the opportunity to help define the tour schedule. Special consideration will be taken to tailor the tour, maximizing the success of the sponsor's involvement with the program

Use of Exhibit—Sponsor will have the opportunity to use the mobile exhibit for special purposes such as company meetings, events and retail locations.

Sponsor will also have the opportunity to participate in press releases and media days as well as inclusion in the radio, public relations, website and onsite marketing campaigns.



Get involved.

For more information on the Green Energy Mobile Exhibit program and how you can become involved as a sponsor, please contact:

Randy Scott

916-212-8400

randyscott@vkagroup.org

